

Statewide Transportation Survey

Management Committee
May 14, 2008





Purpose of Survey

- To measure regional and statewide public attitudes, opinions, and interests relevant to addressing transportation needs, including potential solutions and timing.





Approach

■ Survey

- 1,200 sample size.
- High-efficacy voters.
- 95 percent confidence level.
- Analysis by subareas:
 - Maricopa County
 - Pima County
 - Balance of state





Focus Groups

- The purpose of the groups was to provide insight from community members regarding transportation issues and problems in the state and in their area.





Focus Groups



Three Counties:

- **Yavapai**

- Conducted in Prescott March 25

- **Pima**

- Conducted in Tucson March 26

- **Maricopa**

- Conducted in Phoenix March 27
 - Participants recruited equally from East, West & Central Valleys.



Focus Groups

- Participants were randomly recruited, except for Yavapai group, which included participants recruited by the Northern Arizona Council of Governments and Central Yavapai Metropolitan Planning Organization.





Focus Group Demographics

- Residents age 18 or older.
- High propensity registered voters.
- More males than females
 - 19 vs 14
- Age distribution
 - 14 over 50
 - 19 under 50
- Income level
 - 18 made more than \$40,000 per year
 - 15 made less than \$40,000 per year
- Employment
 - More than half employed full-time (16),
 - 9 retired
 - 8 homemakers, students, unemployed, or part-time.





Focus Group Findings



- **Economy is top issue.**
 - Transportation recognized as important, usually in top 5.
- **Primary transportation issues:**
 - Congestion
 - Construction
 - Planning
 - Transit





Focus Group Findings

■ Voters blame:

- Lack of funding.
- Failure to plan and prepare for growth.
- ADOT (Pima and Yavapai).
- Legislators.
- General lack of cooperation among leaders.

■ Leads to lack of trust for future planning.





Focus Group Findings

- Voters do not understand planning process, nor which entities are responsible.
- Strong desire for education about how transportation planning occurs and what role citizens can play.
- Strong proponents for accountability.
 - Want to make sure they “get what was promised” next time.



Focus Group Findings

- Overall, groups were willing to pay for transportation improvements.
- Want a multimodal plan.
- Most likely to support solutions that impact them or area.





Focus Group Findings

■ Most willing to pay for:

- New light rail lines beyond what is planned.
- Increased transit service.
- Rail connecting Phoenix & Tucson.
- Additional carpool lanes.
- New freeways.
- Improved bike/walking conditions.
- Change existing roads to toll roads.
- Build new toll roads.





Focus Group Findings

■ Funding options:

- Dedicate future tax growth to transportation.
- Developer fees.
- Statewide sales tax.
- Real estate transfer tax.
- Vehicle license fees.
- Gas tax with inflation.
- Tolls on some highways.
- Statewide property tax.
- Taking funding from other programs.
- Personal income tax.





Focus Group Findings

■ Election timing

- Participants felt 2008 not feasible due to economic climate.
- Felt there was value in completing the studies first, if used to build the system "right."





Next Steps

- **Field Survey completed.**
 - April 22 - May 9.
- **Analyze findings and prepare report.**
 - May 12-30
- **Topline findings presented to TPC and Regional Council.**
 - May 21, 28.



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